

PRAGATI SINGH SUMAN

DIGITAL MARKETING PROFESSIONAL

INDORE, INDIA

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PROFILE SUMMARY

Proven skills in increasing customer engagement and business visibility in online searches through successful SEO approaches. Experienced in developing marketing initiatives, increasing business success and boosting sales. Excellent analytical, organizational and decision-making abilities.

PROFESSIONAL SKILL

- Self-motivated
- Excellent Strategic planning
- Good listening
- Organization and Time management
- Good listening
- Excellent Teamwork

EDUCATION

Bachelor of Law

- P.G. College, DAVV University – Jabua (MP) India

Bachelor of Science

- Govt. PG College – Indore (MP) India

MASTERS OF BUSINESS ADMINISTRATION (MBA)

- Institute of Management Studies (IMS), DAVV University – Indore (MP) India

TOOLS EXPERIENCE

- SEO: Ahrefs, Majestic SEO, SEO Moz, Buzzsumo, SEMrush, SpyFu, Buzzsumo, Google Adwords, Google Analytics
- Outreach Campaigns: Pitch-box, Ninja Outreach, Buzz stream, Lemlist, Link Assistant, Email Hunter, Reply.io, Close.io
- Digital Marketing: Hootsuite, Buffer, Ritetag, UTM URL Builder, Bit.ly

FEW PAST CLIENTS REFERENCE

- Naomi Hedges: Surfshark.com
- Dave Malcon: Instrument.london
- Galina Yavorska: Myownconference.com
- Rishabh Jain: Macadons.com
- Reeta Gautam: Parenthoodbliss.com

WORK HISTORY

DIGITAL MARKETING CONSULTANT

JANUARY 2014 - 2022

- Performed SEO Audits including detailed competitor research.
- **Research & Development** : Continuous Research on Web 2.0 standards and latest developments in SEO methodologies and SEM, SMO and other SEO related tasks.
- Preparing Manual reports in Excel format for checking the ranking of sites in Search Engines like Google, Yahoo, Bing and also Monthly ranking report.
- Researched and analysed competitor websites and advertising links to gain insight into new strategies.
- Performed ongoing keyword discovery, expansion and optimization to increase organic search footprint and drive relevant site traffic.
- .Incorporated XML sitemaps, robots.txt files and 301 redirects to facilitate search engine spidering, crawling and indexing.
- Analysed SEO outreach goals and performed various outreach campaigns to develop high authority backlinks. Worked on outreach campaigns of Guest Posting, broken link building, resource page links & niche edit links.

CREATED CONTENT STRATEGIES FOR DIGITAL MEDIA. KNOWN ENGLISH AND HINDI

- Tracked, reported and analysed website analytics to drive strategy and improve user experience.
- Discussed SEO needs and optimized strategies for short- and long-term campaigns.
- Continuously back checking website for staying in top results and to fix issues if there is.
- Produced and submitted weekly reports outlining progress against KPI objectives.
- Performed in-depth competitor reviews to check competitor activities with ad placement, keyword use, placement bids and landing pages.
- Provided weekly updates on digital marketing campaigns to clients, discussing strategic initiatives and methods for improvement.
- Tracked and reported on marketing campaign performance monthly to help with optimizing current and future plans.
- Created and deployed social media content, engaged with target audiences and boosted reach with strategic ad placements.
- Boosted brand awareness by establishing strong web and social media presence using platforms Facebook, Twitter, Instagram, Pinterest & LinkedIn.

- Performed analysis of online metrics and developed online marketing strategies to promote companies websites.
 - Capacity of working on WordPress CMS: Theme Installation, Plugin integration, Widget Integration, HTML changes and SEO implementation.
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SEO EXECUTIVE

Workgroup Business Solutions Pvt. Ltd, Indore, M.P.

- Utilized search engine optimization and emphasized the importance of link building.
 - Performed off page optimization link building practices: Blog commenting, directory submissions forum discussions, forum profile creations, social bookmarking submissions, article submissions.
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PROJECT MANAGEMENT TOOLS EXPERIENCE

- Clickup
- Meister Task
- Trello
- Asana
- Monday.com